

**Subject:** Re: Sunday Market Team Meeting Fwd: Update - Sunday Market  
**From:** Donald Duckworth <duckworth.donald@gmail.com>  
**Date:** 11/14/2016 10:23 AM  
**To:** Cynthia Rogers <westchester.cfm@gmail.com>  
**CC:** Miki Payne <Miki@hbdrollinger.com>, Les Watt <les@blacktievalet.com>

I'm wide open on Friday. A meeting seems like a good idea. Thank you.

On Mon, Nov 14, 2016 at 10:05 AM, Cynthia Rogers  
<[westchester.cfm@gmail.com](mailto:westchester.cfm@gmail.com)> wrote:

Hi all,

Did you want to set a team meeting for later this week? I'll have a full breakdown ready by Thursday/Friday and either way will email in updates but would be great to meet up if possible too. I can meet up - Thursday (17th) in the afternoon or anytime on Friday (18th). Monday (21st) is also open.

Here anytime,

Best,

Cynthia

----- Forwarded message -----

From: **Cynthia Rogers** <[westchester.cfm@gmail.com](mailto:westchester.cfm@gmail.com)>  
Date: Thu, Oct 13, 2016 at 4:40 PM  
Subject: Update - Sunday Market  
To: Miki Payne <[Miki@hbdrollinger.com](mailto:Miki@hbdrollinger.com)>, Les Watt <[les@blacktievalet.com](mailto:les@blacktievalet.com)>, Donald Duckworth <[duckworth.donald@gmail.com](mailto:duckworth.donald@gmail.com)>

Hi all,

Just an update on my end:

- **Market Performance** - last two weeks have been in the 400s :( ...and I anticipate this week will as well (loss of our organic grower, another one has been out (to return in 2 weeks) and the craft vendors I started 3 weeks ago ...only two are coming back but not til later in the month), so not great news. However, I have been moving moving and we have a handful of new craft vendors rolling in over late October and big news --- looks like we will have a fish vendor :) and potentially a really great butcher of gorgeous high end meats -- all up our average is still over \$600 but just wanted to give you an update. We also have a handful of farmers circling ..and it looks good but it'll be 3 to 4 weeks before any new

additions on the farmer front but it's incoming ....so ....I'm gearing up for that while running in parallel with everything else.

- **Marketing** - if there is one big wish .....I think we should do the door hanger for mid November. Here's why:
  - Lots of really cool vendors are incoming:
    - Fish & Butcher - Fish is confirmed for Nov 6th (he's one the absolute best guys - and he's not sending his crew ...he's joining himself ..if we do well ..once the word gets out ..he'll be a draw in his own right); also connecting with a high end butcher.
    - New Farmer additions - we'll have at least 1 to 2 new farmers by mid November (ive been pushing pretty diligently and i feel confident 1-2 of my handful of targets will come through sooner as opposed to later);
    - Brunch is gonna be happening - we scored one of the best breakfast vendors in town (the crepemaker) (from my playa vista days, cute family that just bought a house in Westchester and well ...they are incentivized to grow with the market); also working with another vendor to bring in omelettes.
    - Crafts, Exhibitors - we have been moving moving in this category and we should have a pretty robust section by early November including a knife sharpener (looks like he'll be starting 10/30 :))
- November Harvest Fest - we have a great chef set for November's Harvest Fest with a really nice following - Chef Nicky, tell you more about it when we all meet up next but he's beloved locally and will be draw; also it's always great to mention in a door hanger a specific date to come to the market for a special event, coupons, etc

All up, I know the door hangers are pricey ...but if we wait ...we run the risk of losing all these new incoming great vendors. We need to try to increase the foot traffic --and while I think our on-line campaign is good, and street signage is solid and it's been a nice touch to have a presence with the Hometown News ....I'm not sure we are doing enough. We also need to gear up more posters for around town, postcards and our street pole banners (i'll get the artwork in over next two weeks). Also, Miki - you once mentioned the idea of a big/super-sized sign on Sepulveda similar to the car wash -- think that could be good too.

Thoughts???

Btw, all else is in flow too - October Fest is shaping up quite nicely (I'll have more details once everything is confirmed but it's gonna be a fun day), we are

also gearing up Harvest Fest, Winter Fest and doing up a Toy Drive with our local police station and a food bank drive too ...it'll be raining police horses ...sleighs ...santas ...crafts ..exhibitors ...looks like we have a local elementary school coming out to the market to do a performance too ....all good things.

Thanks everyone as to all --- it's been fun over here ....moving moving ...

I fly out Sunday afternoon for a week away and then back on Saturday - I'll be at the market Sunday mornings though in between my week getaway so if you wanted to swing by ..10 a.m. on-site is the best time to connect and otherwise reachable when the tide is low :))

Huge hug,

Cynthia

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